

CITY OF NEWPORT BEACH
BALBOA VILLAGE ADVISORY COMMITTEE MINUTES
Location: ExplorOcean, 600 East Bay Avenue
Wednesday, March 13, 2013 - 4:00 p.m. to 5:30 p.m.

I. Call Meeting to Order

Council Member Henn called the meeting to order at 4:00 p.m.

The following persons were in attendance:

Committee Members:

Michael Henn, Council Member (Chair)
Tony Petros, Council Member
Gloria Oakes – Balboa Peninsula Point Association
Ralph Rodheim – Balboa Village BID Board Member
Tom Pollack – ExplorOcean Representative
Jim Stratton – At-Large Representative

Absent:

Laura Keane – Central Newport Beach Community Association

Staff Members:

Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy Community Development Director
Tony Brine, City Traffic Engineer
Fern Nueno, Associate Planner

II. Public Comment on Non-Agendized Items (comments limited to 3 minutes)

Interested parties were invited to address the Committee on Non-Agendized Items. There being no response, Chair Henn closed the Public Comments portion of the meeting.

III. Approval of Minutes

Recommended Action: Approve February 13, 2013 Minutes (Attachment 1)

Committee Member Petros moved to approve the minutes of the February 13, 2013 meeting as amended, and Committee Member Oakes seconded the motion; and the motion carried with Committee Member Rodheim, abstaining.

IV. Balboa Village Maintenance Action Plan (Attachment 2)

1. Review proposed modifications presented by BVAC members and Public

Recommended Action: Approve Maintenance Action Plan

Deputy Community Development Director Wisneski noted distribution of additional information regarding the Action Plan.

Associate Planner Nueno presented details of the report including previous discussions regarding sidewalks relative to assuming maintenance of the Fun Zone Boardwalk area, implementing additional heavy-duty cleaning, and increasing steam cleaning from two per month to one or two times per week during summer. Additionally,

discussions pertained to the area that is part of the Balboa Village boundary but not within the steam cleaning maintenance area along the eastern side on A Street and related costs. She noted that since the last meeting, it was requested to consider amending the schedule to address additional steam cleaning during special events. Ms. Nueno addressed discussions related to trash receptacles and related costs for the various options.

Discussion followed regarding the durability of painting the trash receptacles, the costs for new containers versus painting them, and their color.

Chair Henn indicated he would accept leaving it up to the Municipal Operations Department to paint receptacles as needed and noting that when the Street Landscape Plan is reviewed consideration be given to replacing all of the lids in a manner consistent with the adopted design.

Ms. Nueno addressed replacing twelve of the existing plastic receptacles with designer concrete receptacles, replacing all of them, and related costs.

Discussion followed regarding the aesthetics of the proposed designer concrete receptacles and the possibility of considering the issue later when the Street Landscape Plan is discussed.

The Committee directed staff to proceed with the replacement of twelve of the existing plastic containers but holding off on replacing the remainder until discussion of the Street Landscape Plan.

Ms. Nueno addressed a map of "hot spots" of overflowing trash. She noted that the concrete receptacles are larger than those they are replacing which should alleviate the problem of overflowing trash.

Staff was directed to work in cooperation with applicable organizations/individuals to address the issue of overflowing trash, at its discretion.

Ensuing discussion pertained to encouraging business owners to maintain their trash receptacles and challenges communicating with and involving business owners.

Ms. Nueno addressed plants and hanging pots and costs of painting and replacing and including the matter in the Street Landscape Plan.

Staff was directed to maintain the hanging pots by replacing the plant material and consider replacement when the Street Landscape Plan is considered.

Ms. Nueno reported that street sweeping occurs five times per week in the area, so the schedule would not need to be amended for special events. She announced an upcoming chalk drawing event and a request to slurry seal the streets (Washington Street) prior to that event but noted there is no time to get it done before the event.

Discussion followed regarding the specific subject area and it was noted that if possible, staff will see to it that the project is done before the event. Discussion followed regarding the possibility of adding the item to the slurry cycle but it was noted that is usually done on a seven-year cycle. It was noted that the subject area is not very large and staff was directed to return with a calculation on the costs of slurry sealing the area on an annual basis.

Ms. Nueno addressed a request to add electric outlets for decorations and reported that it is not possible to install them on the existing concrete poles and noted the increased costs to replace the poles and install outlets and circuits.

Staff was directed to see if the matter can be addressed in the future by identifying the poles and getting an exact count and related costs.

Committee Member Rodheim indicated that the BID can provide a map identifying the poles as well as a list of priorities.

Discussion followed regarding action items from the last meeting and Ms. Nueno reported that staff was directed to place the item on the present agenda for additional comments and final action. Staff will confirm which action items need to be deferred to the next fiscal budget.

Chair Henn felt that it would be beneficial to proceed with items that could be completed before this year's summer season. Staff was directed to confirm the specifics on this year's work plan. He clarified that the action item at this time would be to direct Mr. Harmon to finalize the plan based on discussions and confirm what can be done under this year's budget.

Discussion followed regarding existing poles where there are opportunities to promote community events (i.e., banners). Staff noted there is a Council policy that specifies provision regarding the use of banners. It was noted that this would raise the visibility of Balboa Village and that the matter should be incorporated into the Street Landscape Plan for next year.

Ensuing discussion pertained to making sure that business signs are not obscured and possible placement of the banners.

Committee Member Rodheim moved to approve the Maintenance Action Plan as presented and discussed for execution by the Municipal Operation Department and Committee Member Pollack seconded the motion.

Interested parties were invited to address the Committee on this item.

Mr. Dildine addressed the plastic receptacle noting that they are often knocked over and need a better method of securing them. Chair Henn reported that the plastic receptacles are all going to be replaced.

There being no others wishing to address the Committee, Chair Henn closed public comments for this item.

The motion carried, unanimously.

V. Commercial Façade Subcommittee Work Program (Attachment 3)

Recommended Action: Review & Finalize Commercial Façade Work Program

Committee Member Rodheim reported on recent meetings regarding the subject matter, that it is challenging and that the City has done a great job with the work program thus far. He reported that a local architectural firm, JZMK, developed (pro bono) a presentation of possibilities and concepts in order to facilitate the creation of architectural guidelines. It was noted that the intent is to keep Balboa Village with a historic look. He addressed the general area, existing buildings, parking, and the need for upgrading specific buildings to revitalize the building characters. The two cornerstones of the project will be the Balboa Theater and ExplorOcean. Committee Member Rodheim addressed existing conditions, predominant looks within the Village and keeping within those architectural styles. He reported that the façade program is feasible and it was suggested that the next step would be to have the Urban Land Institute do a study.

Chair Henn reported there is a resident who would be willing to underwrite the ULI process and addressed details of the process including a community outreach process. Staff has indicated a willingness to help with the process in order to develop the scope of the project. He noted that it could take place as early as May.

Committee Member Rodheim addressed efforts of the subcommittee to learn about other cities that have gone

through similar renovations and that a report will be presented to the Committee in the near future.

Discussion followed regarding other projects developed by ULI for the City.

Council Member Petros reported that he is a Member of ULI and presented details of the process. He felt that the process is beneficial and that for the cost, it would build momentum and provide direction for the next tier and phasing of the plan. He offered to review and help with the matter.

It was noted that representatives from JZMK have offered to help as well and a suggestion was made to schedule a special meeting of the BVAC to allow for a presentation from ULI representatives or have a small working group to spend the day with ULI and put together a construct. It was noted that the Urban Planning Department at USC has expressed interest in considering the Balboa Fun Zone and taking it on as a project for students.

Community Development Director Brandt noted that the Façade Subcommittee has been established and suggested staff work with JZMK to initiate the project and present to the Subcommittee as well as work with ULI to develop a schedule. She reported that a defined scope can then be presented to the BVAC at its meeting in April.

Staff will finalize the Commercial Façade Work Program.

Discussion followed regarding inviting other agencies to observe the final presentation. Members of the Committee commended the Subcommittee and staff on the Work Program.

Committee Member Rodheim moved to accept the Commercial Façade Work Program as amended and discussed and Committee Member Stratton seconded the motion. The motion carried unanimously.

VI. Parking Program Subcommittee Work Program (Attachment 4)
Recommended Action: Review & Finalize Parking Program Work Program

Deputy Community Development Director Wisneski presented details of the report noting that the parameters of the Subcommittee have not yet been established.

Council Member Petros felt that the plan presented in the agenda packet has been well put together. He felt that the best role of the Subcommittee would be to provide perspective at the onset from residents and owner/operators in the Village for context, to monitor the progress of the data collection, and to report back to the Committee, making sure that the points are congruent with the Master Plan and other objectives.

Committee Member Stratton stated he agrees with the implementation and focus and responsibilities, especially with the opportunity to work with City staff and consultants on program details and return with recommendations to the BVAC. He indicated that his views have been expanded and stated that he is encouraged with the plan and especially working with staff. He indicated that he has some reservations regarding the Nelson/Nygaard contract but that further discussions will occur on the matter.

Ms. Wisneski indicated that she will email the Subcommittee to schedule a kick-off meeting along with a list of expectations shortly as it relates to the field survey.

Council Member Petros indicated that in terms of the overall work plan, the Subcommittee has captured what needs to be done in order to state that there is movement to achieve the goals and objectives of the Master Plan.

Ms. Brandt noted that the Subcommittee can act independent of staff as well as engaging staff.

Ms. Wisneski reported that the Subcommittee is not subject to the Brown Act and addressed the criteria related to

Subcommittees. The Subcommittee is able to email each other as long as a fourth Committee Member is not included. She suggested directly all correspondence through staff and let staff distribute same. If information needs to be sent to the broader committee, staff will do so.

Committee Member Petros moved to approve the Finalize Parking Program Work Program as presented and Committee Member Stratton seconded the motion. The motion carried unanimously.

VII. Overview of Parking Field Work (Attachment 5)

Ms. Wisneski reviewed the Parking Field Work that will be done by Nelson/Nygaard noting that it is a very important part of the parking strategy and leading to clear documentation of existing conditions and existing supply and demand. She addressed the purposes of the item and reported that Nelson/Nygaard will document existing supply in commercial and residential districts and occupancy turnover. Ms. Wisneski addressed the dates for conducting the initial survey. It was noted that one of the dates is Easter weekend, but she indicated that Nelson/Nygaard did not think that would have a significant impact since there are no special events planned.

Brief discussion followed regarding Spring break impacts.

Council Member Petros expressed concerns with data collection relative to arriving at a conclusion of spill over from the duration of stay and license plates. He stated that a determination could be made regarding how long someone stays in a particular parking spot, but that classifying whether they are a resident or non-resident may involve more art than science. He felt that it wasn't clearly defined within the scope and that they may not be able to achieve that goal. He asked that Nelson/Nygaard be advised that one of the most important parts of the data collection is to obtain information regarding the spillover effect that is currently occurring.

Discussion followed regarding clarification of specific survey questions and challenges with identifying who is parking in the RP3 (Residential Permit Parking Program) areas.

Staff will schedule a meeting of the Subcommittee and it was requested that Nelson/Nygaard attend or teleconference in order to work through pending issues.

VIII. Subcommittee Updates

There were no further updates.

IX. Public Comments

Interested parties were invited to address the Committee. There was no response and Chair Henn closed the public comments portion of the meeting.

X. Adjournment

There being no further business to come before the Committee, Chair Henn adjourned the meeting at 5:28 p.m.

The next meeting date: Wednesday, April 10, 2013 4:00 p.m. to 5:30 p.m.